

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #317880

Ms. E. Jones

R. L. JONES & SONS

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Ellie:

SALEM .30¢ Tear Tape product has been ordered, as well as 16 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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APRIL DELIVERY
SALEM TEAR TAPE
R. L. JONES & SONS

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**
EFT \$ Amount: **\$1,182.92**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

APRIL DELIVERY



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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